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October 28, 2004

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

MB Docket No. 04-233  
WVBT-TV 43  
FOX  
Norfolk-Portsmouth-Newport News, VA

#### Local News

FOX 43 news at 10pm is just now coming into its own on the local news front. We offer an alternative of getting the news an hour earlier.

We currently air 7 newscasts per week, a total of 5.25 hours of news and 1.75 hours of Sportswrap, a separate sportscast that focuses on local sports stories. Newscasts account for 2% of our daily programming per week. Coverage on fox43tv.com is an extension of our newscasts. The information from our newscasts is available 24 hours a day. Not only do we have news on the home page, but there are dedicated pages for news, weather, and sports.

#### Local Public Affairs

*Families First* airs on Saturday mornings at 6:00am and is formatted with three 7-minute segments. The program is different from other the other community affairs programs in the market in that it takes one particular issue and examines it from three different perspectives. The other difference is that the show is taped on the last Tuesday of the month and the same episode airs each Saturday of the following month. For example, October is Breast Cancer Awareness month so one segment could be the medical aspect, the next would be a representative from the local chapter of the Cancer Society to talk about their programs and services, and the final segment would be a survivor. *Families First* averages a .3 household rating in 2004.

#### Creating or Selecting Programming

When considering our programming, we look at what is available, see how it fits with the demographics in our market, and closely examine feedback from our viewers, whether positive or critical, and other research that is available. The most recent example of FOX preempting network programming was during Hurricane Isabel in September 2003 when we aired coverage from our sister station, WAVY-TV.

#### Emergency Programming

In September 2003, we broadcast wall-to-wall beginning at 5am the day the storm was to hit and stayed on until 11:30pm that night. We began coverage again the next day at 5:00am and stayed on continuously until 6:30pm that evening.

FOX 43 has invested the following in ENG or weather forecasting equipment: 4 Microwave remote trucks \$145,000 each, \$580,000 total; 1 satellite truck \$500,000; 1 helicopter with live microwave capabilities - \$1.5M; 11 weather-related computer systems, including Doppler Radar system - \$120,000; about \$300,000 worth of graphics display computers; and about \$200,000 worth of data rendering computers.

We participate in both AMBER and EAS as a monitoring station.

#### Political Programming

On October 30, 2004 we aired a ½ hour debate between the candidates for the Ed Schrock's 2<sup>nd</sup> District seat. The debate was moderated by WAVY-TV 6pm & 11pm anchor Les Smith and included questions submitted by viewers via wavy.com. During the election season, we do not have regular political analysis. However, we sometimes access reports/comments from Larry Sabato, a Political Science professor at the University of Virginia. On election night we have continuous reporting of the returns through our Leader software for the ticker at the bottom of the screen and during local time in network programming we have live reports from throughout the market. Website coverage focuses on local races. The presidential numbers on Tuesday will only be the Virginia count. Viewers have to go to a national site for national numbers. The updates online are done by the same Leader software that updates our on-air numbers, that way you see the same results both online and on TV. The actual physical work of updating the numbers is done by a slew of people in the newsroom. They generally have five or six different people whose sole duty is to update a few races. At least one race is updated every five minutes.

#### Civic, Cultural and Other Community-Responsive Programming

Community issues are addressed either in PSAs or on our community affairs program, *Families First*.

#### Station Participation in Community Activities

Each year FOX 43 participates as media partner for the Make-A-Wish Stories of Light in December; the American Red Cross Memorial Day Blood Drive in May; National Youth Service Day with VOLUNTEER Hampton Roads in April; the UNCF Evening of Stars in January; and we conduct our annual employee United Way drive with contributions and a visit from the bloodmobile. Not only do we use on-air means to inform the public of what is going on in the community, we utilize the community calendar on wavy.com to all organizations that have events going on in the community. We also use our community affairs program, *Families First*.

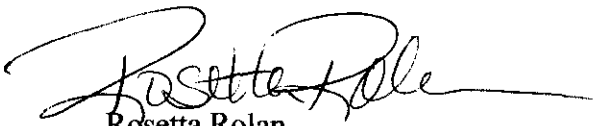
In addition, several members of the senior management team are involved in the community: Jennifer Crabtree, Business Manager, is Director of PR and Board Member of the Peninsula Chapter of the Virginia Tech Alumni Association. Mike Mastrullo, Director of New Media, served on the Mayor's Special Advisory Commission on Electronic Government in Virginia Beach from February 2000 through the summer of 2003. The commission is no longer active. Ed Munson, Vice President & General Manager/Regional Vice President, LIN Television serves

as incoming treasurer of the Hampton Roads Chamber of Commerce, is on the development committee of Eastern Virginia Medical School, and is on the LD Britt scholarship committee. Rosetta Rolan, Community Affairs Director, is on the board of the Mid-Atlantic Affiliate of the American Heart Association; board member of the Greater Hampton Roads Chapter of the March of Dimes; on the PR Committee of the Urban League of Hampton Roads, Inc.; and has been appointed to the Mayor's Sister Cities Commission for the City of Portsmouth, VA. Judy Triska, Promotions Director, is on the board of the Girl Scout Council of the Colonial Coast and is a junior brownie troop leader.

FOX 43 developed a new community service project in 2002 called the Reading Roundup. We solicit donations of new or gently used children's books to donate to area non-profit organizations. In 2004, we collected just under 4,000 books for For Kids, Inc. on the Southside and Avalon Women's and Children's Shelter on the Peninsula.

We recently began taping and airing a new ½ hour program called *Battle of the Brains*, featuring teams from high schools in our viewing area, including the Eastern Shore and Northeast North Carolina. The program airs on Saturdays at 6pm.

We have a dedicated community page on [fox43tv.com](http://fox43tv.com). Each of our community affairs programs and projects is included on the site and has a component where our viewers can get specific information about where to donate or how to receive donations for *Reading Roundup*; give feedback about *Families First*; for information about area non-profit organizations; or to add to or search our community calendar.

A handwritten signature in black ink, appearing to read 'Rosetta Rolan', with a long, sweeping horizontal line extending to the right.

Rosetta Rolan  
Community Affairs Director  
WVBT-TV FOX 43